



Minutes Committee for Youth, Families and Community Marketing Sub-Committee October 11, 2011

Minutes of the Marketing Sub-Committee for Youth, Families and Community held October 11, 2011 at the Tempe Public Library Board Room, 3500 S. Rural Road, Tempe, Arizona.

MEMBERS Present:

Randy Lazar, Tempe Union High School District
Roni Alexander, City of Tempe Social Services
Sean Donovan, Tempe Chamber of Commerce
Tricia Gilman, City of Tempe Social Services
Kim Bauman, City of Tempe Social Services
Bobbie Cassano, Tempe Coalition

MEMBERS Absent:

Barbara Fries, Tempe Elementary School District
Amanda Hamm, Kyrene School District
Nancy Rodriguez, Tempe Municipal Court
Maria Holmes, Association for Supportive Childcare
Sheran Mattson, Mattson Resource Development
Kathy Stevens, Salt River Project
Sanja Sobo, Empact-SPC
Renee Ouellet, Empact-SPC

Guests Present:

Cassidy Olson, Cronkite School PR Lab Member
Rachel Steingard, Cronkite School PR Lab Member
Samantha Womer, Cronkite School PR Lab Member

Meeting convened at 3:05 p.m.

Agenda Item 1- Call Meeting to Order and Introductions

Randy Lazar called the meeting to order and welcomed attending members.

Agenda Item 2- Minutes from June 8, 2011 Meeting

The minutes from June 8, 2011 were reviewed.

MOTION: **Roni Alexander** motioned to approve the minutes.

SECOND: Sean Donovan seconded the motion.

COMMITTEE CONSENSUS: Minutes were approved.

Agenda Item 3- Summarize Marketing Activities to Date

The committee discussed the various activities we anticipate discussing and considering as the year progresses. They include:

- Community-wide marketing campaign around underage drinking
- Social Host information out to the community once the ordinance is approved by City Council
- Information for pediatric offices
- Website development for the Coalition which would be linked to the City and Tempe Community Council websites
- Coalition brochure redesign and update
- Sticker shock campaign by Community Peer Leaders and All Stars
- Complete the GIS mapping project comparing alcohol outlets which provide “walk away” liquor for sale to youth “hangouts” and schools

Agenda Item 4 – Underage Drinking Education Marketing Campaign

The Cronkite School PR Lab team presented their ideas to the marketing committee for approval and some revision. They broke down the information presented into the following groups:

- Event Ideas: they suggested 3 events which would include the Tempe Boat Parade, School Ambassadors, and Spring Training Day at Diablo Stadium. The committee suggested the School Ambassador activity not be one of the activities, but that it be replaced by working with Trish Gilman and her Community Peer Leaders and All Stars at the MyFest in April as the ending activity. All 3 activities would center on the idea of pledges for both the youth and the adults (not to serve to those under 21).
- Social media through the Coalition website, facebook, twitter and google plus
- Logo sample were shown and the committee agreed with the 2 versions the PR Lab students recommended
- The results of the survey the PR Lab students asked the Coalition to send out were reviewed and the results will help them as they continue their marketing plans
- Media stories and press release ideas were shared
- PSA talent has all been secured for the PSA the students are putting together along with the Art Institute students

Agenda Item 5- Social Host Ordinance and Awareness

Bobbie Cassano reviewed the outcome of the presentation of the Social Host ordinance at the September 8, 2011 Issue Review Session of the Tempe City Council. We are hoping to be placed on the October 20, 2011 Tempe City Council agenda for consideration of the revised ordinance. Once the ordinance is approved, we will have a 90 period to inform the community of the new ordinance before it become effective.

Agenda Item 6- Future Agenda Items

Community Underage Drinking Marketing Campaign
Social Host update

The committee's next meeting will be on **November 8, 2011 at 3:00 p.m.**

Meeting adjourned at 4:00 p.m.

Prepared by: Bobbie Cassano

Bobbie Cassano, Coalition Coordinator